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Moose Jaw. Board of Trade

Moose Jaw

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The Board of Trade

WITH LAND Values thirty per cent. lower than in the majority of Western cities, millions of acres of the finest agricultural land in the world directly tributary, every facility for the manufacturer, the distributor and the wholesaler, coal mines within twenty-five miles of the city, an enormous payroll, direct railway connection with the markets of the world, and the many other natural advantages

MOOSE JAW

The Heart of the Wheat Lands

is, undoubtedly, the city with an assured future.

MOOSE JAW

The Distributing Centre of Saskatchewan

ILLUSTRATED

Moose Jaw at the Time of the Riel Rebellion 1885

MOOSE JAW

As the name of a city "Moose Jaw" is so far from the ordinary as to incite enquiry as to its origin, it almost goes without saying that there is a romance attached to it. The story goes, according to Indian tradition, that a certain English nobleman, travelling over the prairie wilderness, some half-hundred years ago, camped on the bank of the river here and mended the broken wheel of his "Red River" cart with the jaw-bone of a moose, which was the only implement he was able to find for the purpose. Thereafter the Indians called this particular point on the river "The place where the white man mended his cart with a Moose's Jaw." Rather prosaic after all, but a name with a history is better than an appellation administered without rhyme or reason. This moose who laid himself down to die on the banks of the river has now a fairly creditable Mausoleum, stretching miles in every direction, and populated by more than twenty-five thousand modern humans, most of whom do not take time to give a thought to the venerable founder of the city, and many of whom are unaware of the history of the curious name.

THE CITY THAT NEVER HAD A BOOM

Proud to be known as the "City that never had a boom," Moose Jaw most emphatically ranks in the forefront of Western development. Booms may come and go, taking in turn almost every growing town and city in the West, leaving behind them more or less harmful effects; but none has touched Moose Jaw. In popular opinion, booms are supposed to be necessary to a growing city, but Moose Jaw has proved the fallacy of the belief. Nor has it in any way suffered from the departure from the general rule. Its progress cannot be measured less than that of its keenest rivals; and the same pace maintained throughout successive years is an infallible index to stability. The "Boomless City" sounds well in the ears of the people of Moose Jaw.

SHOWS SOUND BUSINESS PROGRESS

In this modern city it is being proved daily that citizenship is synonymous with money-making and all-round progress. Practically every merchant and business man has found it necessary to enlarge his premises or erect larger buildings within the last two years in order to meet the requirements of his rapidly increasing trade. In fact the expansion has been made twice and even three times by several of the business houses during the last five years. There is no standing still in Moose Jaw.

Progressive City Fathers, year by year, plan large extensions of the various conveniences and utilities, and still cannot manage to keep ahead of the demands of this promising youngster. It outgrows its sidewalks, its sewers, its water and light systems with a rapidity that is amazing even to those on the spot.

Besides its importance as a railway centre, Moose Jaw has developed into a most important industrial centre. Amongst some thirty manufacturing concerns, all of considerable importance, outstanding are the famous Robin Hoods Mills. The huge flour and oatmeal mills were destroyed by fire last year, but new ones more than double the capacity of the old, have already risen on the ashes of their predecessors, and Moose Jaw more ably than ever maintains its position as the greatest milling centre between Winnipeg and the Coast.

"WHAT WE HAVE WE HOLD"

It is a well known fact that the Robin Hood Milling Company was besieged by the most extravagant offers from rival cities all over Western Canada, but owing to the unexcelled facilities offered by this location, from a milling and grain standpoint, they decided to build on the old site, asking only reasonable concessions which could be granted by the city at small expense. This decision of the Robin Hood Mills has already drawn a great many enquiries from some of the largest milling concerns on the continent; and to those closely in touch with the situation it is evident that within five years Moose Jaw will be the largest milling centre in the Dominion, if not in North America.

THE HEART OF THE GRAIN BELT

The questions frequently asked "Whether the remarkable development which has taken place in Moose Jaw in the last four years will be of a permanent nature?" and "Is there any reason why this unprecedented progress should continue?" are really answered in the affirmative at regular intervals by the Government Reports, and the indisputable evidence supplied by the largest commercial organizations in the world.

Moose Jaw is really the heart of the prairie belt of Western Canada, which is the most rapidly developing country in the world today, and as cities which are well established at the present time will undoubtedly be the commanding cities of the future, there is no question of the stability of the progress already made.

Main St., Moose Jaw., on Carnival Day, Easter Monday, April 8, 1912.

C.P.R. Depot Moose Jaw, 1912. This will be replaced in 1913 by a new building which is to cost $750,000.00.

The heart of the grain belt of North America is Southern Saskatchewan, and Moose Jaw lies in the centre of this district, embracing twenty million acres of the finest wheat lands in the world. Considering the enormous possibilities of a Province with an area of 155,092,480 acres, of which only 13,220,000 acres are under cultivation, one must come to the conclusion that the province of Saskatchewan is merely in its infancy. In 1911, the total wheat yield of the Province of Saskatchewan was 96,796,588 bushels, and the total production of small grains 212,701,365 bushels. As a producer of wheat and small grains, Saskatchewan now stands without a rival on the North American continent, and it is not unreasonable to suppose that the natural grain and milling centre of a Province which at the present time, stands in this enviable position, will when the millions of acres of arable land at the present time untouched are under cultivation, be the Minneapolis of Caanda.

THE RAILWAY HUB

To all the vast territory referred to, Moose Jaw is the gateway city. In this territory homestead entries are being made at the rate of twenty thousand quarter sections per year, and this district recently experienced the most phenomenal movement of settlers in the history of Western Canada.

The reasons which led the Canadian Pacific Railway to make Moose Jaw one of their transportation centres in 1883, and their grand divisional point for Saskatchewan in 1910 will undoubtedly carry equal weight with the other railway companies, and will have a great deal of influence with commercial and industrial enterprises.

Another reason for the optimistic view taken by the citizen and investor respecting Moose Jaw is the fact that the growth and development of Moose Jaw when it was served by only one railway, was so striking in comparison with other Western cities, that one does not have to be very optimistic to predict a marvellous development and growth now that Moose Jaw has three transcontinental railways, and in the very near future, will have eight additional branch lines opening up the finest wheat lands in Saskatchewan, which is beginning to be called "the Granary of theWorld."

C. P. R.

In the year 1912, the Canadian Pacific Railway Company have carried ahead their work on the big bridge over the Saskatchewan River at Outlook. This when completed, will give Moose Jaw direct connection with Edmonton, and as Chicago, St. Paul, Minneapolis, Moose Jaw and Edmonton are in a straight line, will ultimately place Moose Jaw in the unique position of being the junction of the three Canadian transcontinental lines.

The Canadian Pacific Railway in 1910 made an agreement with the City to build a line to the South Country by way of Lake Johnson. With their characteristic energy they have gone about this work, and already shipping is being done over this branch. This branch will be extended during the present year, to connect up with the Weyburn-Lethbridge branch, and will also reach a line to Swift Current. The Canadian Pacific Railway Company also have announced their intention of connecting Moose Jaw up with Saskatoon by a branch from Hawarden, on the main line to Edmonton, which will mean that Moose Jaw will be the real market town of the district, embracing all towns and villages to the north, for a distance of at least one hundred and fifty miles.

C. N. R.

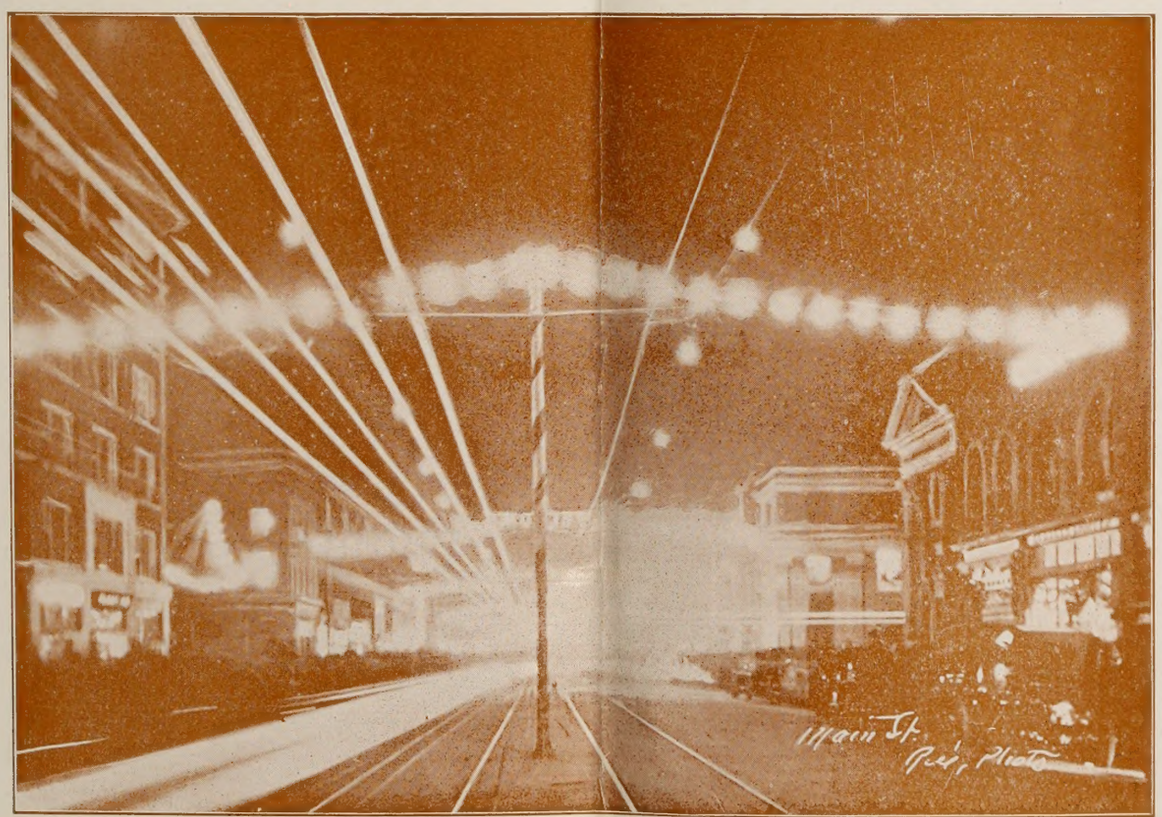
The Canadian Northern Railway Company has completed the laying of the steel on the Maryfield Extension to within the city limits on the south, and is also building a line west to Lethbridge, and another to Swift Current. It is also expected that the Canadian Northern will, very shortly, connect with Saskatoon and their more northern lines, and in addition they have a charter and a survey in from Regina on the east, and we are informed that Moose Jaw will be a divisional point on this system.

G. T. P.

The Grand Trunk Pacific have their line graded to within a short distance of the city on the East. They also have about fifty miles graded northwest from the city, and no doubt, now that satisfactory arrangements have been made for their entrance into Moose Jaw, they will commence operations at once on the big terminals which they will erect at this point.

MOOSE JAW HAS A PAY ROLL

One of the most necessary requirements of a city which is to maintain its position, is a "payroll," and in this respect Moose Jaw is in an unrivalled position among the cities of the Prairie Provinces, the Canadian Pacific Railway having their Grand Divisional Point at Moose Jaw, pay out monthly to their employees at this point over two hundred thousand dollars, which alone amounts to a larger sum than the entire payroll of many cities with an equal population, and in addition we have the Packing House and Abattoir recently completed by Gordon, Ironsides & Fares; the Robin Hood Mills with a capacity of 3,000 barrels per day, which by 1914 will have increased to 10,000 barrels per day. The million dollar organization of the Saskatchewan Bridge & Iron Works; the new plant of the Western Manufacturing Co., which will employ one hundred and fifty men; the Moose Jaw Tannery; the Gasoline Engine and Automobile plant of the Benjamin Oleen Company; the half million dollar plant of the Moose Jaw Fire Brick



Moose Jaw's "Great White Way"—A Flashlight of the Corner of Main and High Sts., Evening April 8, 1912.

A corner of the Residential Section—Looking up North Main St.

& Pottery Company, which will manufacture an extensive line of clay products; the Moose Jaw Pressed Brick Company, and a large number of smaller concerns such as Sash and Door Factories, Cigar Factories, Breweries, Publishing Houses, etc. In fact the total amount of the payroll proves conclusively that Moose Jaw is, undoubtedly the Industrial City of Saskatchewan.

AN IMPORTANT FINANCIAL CENTRE

Moose Jaw has ten chartered Banks, one private Bank, and is headquarters of the Bank of Saskatchewan.

Moose Jaw is also the headquarters for the following financial institutions:

Saskatchewan Trust Company, Limited, Anglo-Canadian Mortgage and Investment Corporation Ltd., Saskatchewan Loan and Investment Co., Ltd., Moose Jaw Securities Limited, Executors & Administrators Trust Co., American Securities Company, Ltd.

Moose Jaw's Population

1901	1,558
1906	6,250
1911	20,623
1912 (estimated) July 1st	25,000

Moose Jaw's Assessment

1910	$13,548,402
1911	27,770,453
1912 (estimated)	52,000,000

Customs House figures for the year 1910 show receipts of a total of $128,827.85. Compare this with the receipts of the one month alone, May, 1912, which were $173,782.98. Figure out the percentage of increase.

Building Permits

1910	Total for year	$1,071,090	
1911	Total for year	$2,425,736	
1912	To July 31	$3,132,335	

WATERWORKS

Total mileage of mains over 55 miles, running from 4 to 18 inch. 175 hydrants. Over 1500 water services. Gross revenue from Waterworks, 1911, $28,300.00. Cost of maintenance 1911, $22,260.00

New water supply being brought from Caron Springs, 22 miles, at a cost of $550,000, now under construction, and expected to be completed Sept. 15th.

When service is completed, the city will have a supply of over 1,000,000 gallons of pure water per day.

Total value of waterworks plant, including portion now under construction, one and a quarter million dollars.

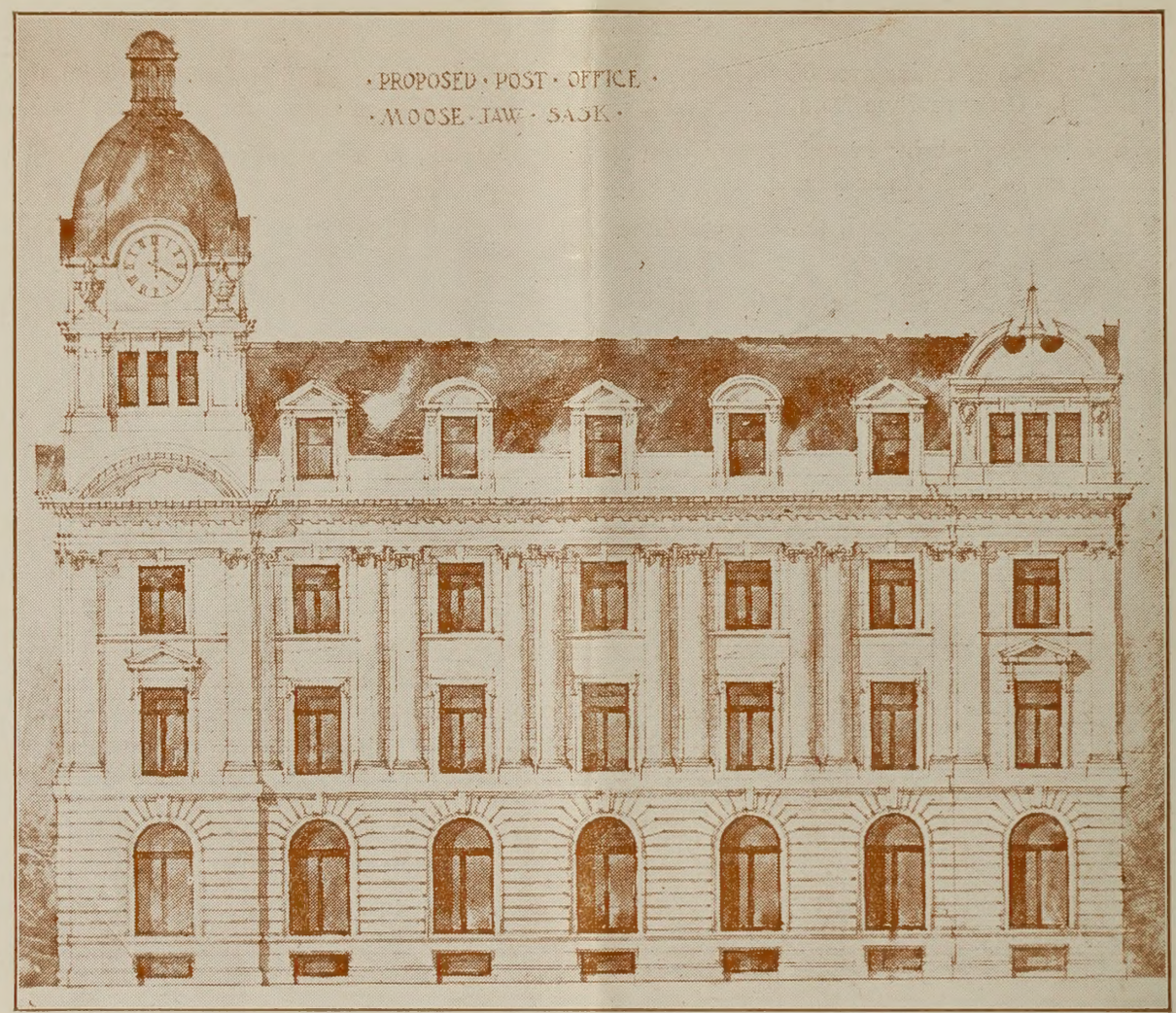
High Pressure Waterworks System is being built for fire protection at a cost of between $140,000 and $160,000. This includes construction of a concrete dam on the Moose Jaw river, which will create a storage reservoir of 24,000,000 gallons capacity. This storage reservoir to be used for High Pressure System and Public Works Department.

Extensions and additions are now being made to Moose Jaw Electric Light Plant costing $320,000.

CLEARING HOUSE OPENED FEBRUARY, 1911

	1911	1912
January - -	$	$3,979,906
February - -	1,770,229	3,903,252
March - - -	2,886,954	4,216,220
April - - -	2,929,772	4,739,082
May - - -	3,411,958	5,037,806
June - - -	3,340,582	5,382,861
July - - -	3,198,622	5,575,012
Total to July 31st, 1911	$17,538,117	Total to July 31st, 1912 $32,834,139

Looking West on River St—Towards the Wholesale District



Moose Jaw's New Post Office, 94 by 125 feet, built of solid White Limestone, at a cost of $260,000, is the finest building of its kind in the Province.

STREET RAILWAY

12 miles of Street Railway in operation; more building; 11 cars running seven days in the week.

NEW SEWAGE DISPOSAL PLANT

The new Sewage Disposal Plant is now nearly completed, which will cost in the neighborhood of $150,000. This plant will consist of standby tanks, sewage ejector pumps, separator tanks, filter beds, disinfecting chamber and settling pond. There is also completed and under active operation a new incinerator or refuse destructor of 50 tons daily capacity. At present over 1500 houses have connections to the sewerage system.

CANADIAN PACIFIC AT MOOSE JAW

Operating and Mechanical Department	1,816
Superintendent's Office	52
Telegraph Department	32
Assistant Supt. Office and Freight Office	60
Number of Employees	1,960
Monthly Payroll over	$200,000.00

Trackage in yard - - - 53 miles
47 miles being added this summer will make a total of 100 miles trackage in the Moose Jaw yards.

Under supervision of General Office
1587 miles of track

SOME OF THE WHOLESALE HOUSES

A Macdonald Co., Wholesale Grocers.

Codville Co., Wholesale Grocers.

Moose Grocery Co., Wholesale Grocers.

Maybee & Kennedy, Wholesale Boots, Shoes, Rubbers and Men's Furnishings.

Robin Hood Mills.

Gordon, Ironsides & Fares, Wholesale Meat Packers.

Tees & Persse, Wholesale Distributing Manufacturers' Agents.

Rex Fruit Co., Wholesale Fruit Merchants.

Saskatchewan Glass & Supply Co.,, Wholesale Glass Merchants.

McPherson Frut Co., Wholesale Fruit Merchants.

Moose Jaw Cigar Co., Wholesale Cigar Merchants.

Imperial Oil Co., Oil Merchants.

Winnipeg Oil Co., Oil Merchants.

Anglo-Canadian Oil Co., Oil Merchants.

Gray-Campbell Co., Wholesale Wagons and Implements.

Whitlock & Marlatt, Wholesale Builders' Supplies.

Everleigh & Co., Wholesale Trunks and Valises.

Moose Jaw Nursery Co., Nurserymen.

United Cigar Stores, Wholesale Tobacco Merchants.

Baker, Reynolds Company, Wholesale Lumber Merchants.

Coast Lumber Company, Wholesale Lumber Merchants.

Crescent Lumber Company, Wholesale Lumber Merchants.

Crown Lumber Company, Wholesale Lumber Merchants.

Davidson-Fraser Lumber Company, Wholesale Lumber Merchants.

Rat Portage Lumber Company, Wholesale Lumber Merchants.

Beaver Lumber Company, Wholesale Lumber Merchants.

Hanbury & Cooke, Wholesale Lumber Merchants

International Elevator & Lumber Company, Lumber Merchants.

Canadian Lumber Company, Wholesale Lumber Merchants.

Imperial Elevator & Lumber Company, Wholesale Lumber Merchants.

Manufacturers' Lumber Yards Company, Wholesale Lumber Merchants.

Security Lumber Company, Wholesale Lumber Merchants.

Rogers' Lumber Company, Wholesale Lumber Merchants.

City Hall Corner: Showing also the Fire Hall in Centre and Land Titles Building to the right.

Walter Scott Building—Six Stories—Reinforced Concrete, Fire-proof Construction.

SOME OF THE FACTORIES ESTABLISHED

Robin Hood Flour Mills Co., Ltd., Flour and Oatmeal Millers.
Gordon, Ironside & Fares, Ltd., Meat Packers.
Moose Jaw Pressed Brick Co., Brick Manufacturers.
Wellington Whyte, Brick Manufacturers.
Davison Woodward Co., Aerated Waters.
Moose Jaw Sash and Door Co., Woodworkers.
Moose Jaw Foundry Co., Manufacturers.
Dominion Electrical Co., Ltd.
Directoyou Co., Ltd.
Moose Jaw Tannery.
Moose Jaw Mattress Factory.
T. G. Brown, Sash & Door Factory.
Western Manufacturing Co., Woodworkers.
Moose Jaw Brewery, Brewers.
J. Kaess Cigar Co., Cigars and Tobacco.
France's Sash and Door Factory, Woodworkers.
Times Printing Co., Publishers, etc.
News Publishing Co., Ltd., Publishers, etc.
Western Press Limited, Publishers, etc.
Moose Jaw Steam Laundry Co., Laundry, Dry-Cleaning, etc.
Western Tire & Rubber Goods Co.
Saskatchewan Bridge and Iron Co., Ltd.
Kasow Electric Co., Ltd., Manufacturers Electrical Supplies.
Western Canada Brush & Broom Mfg. Co.
Moose Jaw Tile & Pottery Co.
Acme Sign Company

MANUFACTURERS AND WHOLESALERS

The Moose Jaw Board of Trade are desirous of getting in touch with manufacturers and wholesalers who are contemplating establishing branches in the West. They stand ever ready to give any information desired and to assist in obtaining suitable sites. Enquiries addressed to Secretary Moose Jaw Board of Trade, will be given prompt attention.

Should a manufacturer or wholesaler desire a special report on his particular line of business, and conditions in this city and surrounding country, thoroughly reliable detailed information will be gladly furnished.

"Here and There" in Moose Jaw—Some Typical Views in Various Parts of the City

By past achievements, by past prosperity, and by future possibilities, Moose Jaw is toda

A portion of the Manufacturing and Wholesale District of the City of Moose Jaw looking west from the Walter Scott b

ESTIMATED EXPENDITURE NOT AS YET PASSED

Sewers	$ 30,000.00
Sidewalks	50,000.00
Library Equipment	10,000.00
New City Hall	250,000.00
New General Hospital	300,000.00

MUNICIPAL IMPROVEMENTS BE

Addition to Hospital	$ 75,000.00
Fire Fighting Apparatus	17,000.00
High Pressure System	160,000.00
New Water Supply from Caron Springs	550,000.00
Subway at 11th Avenue	95,000.00

Moose Jaw looking north from High St. showing in the centre background the Collegiate Institute which was bu
Canadian City & Town F

ttracting the world-wide attention of manufacturers, agriculturists, business men and capitalists.

ding. In the background may be seen the Robin Hood Flour Mills, the largest milling industry in Western Canada.

G CARRIED ON DURING THE YEAR 1912

Expenditure on Exhibition Grounds	6,000.00
Expenditure on Parks - -	40,000.00
Sewer and Water Extensions -	170,000.00
Sidewalks - - - - -	50,000.00
Permanent Roads - - -	25,000.00
Public Library - - -	95,000.00
Electric Light Extensions -	225,000.00

ALREADY IN SIGHT FOR MOOSE JAW FOR 1913

New C.P.R. Station costing -	$750,000.00
New G. T. P. and C. N. R. Union Station - - - -	500,000.00
New Armory - - - -	150,000.00
New Immigration Hall - -	75,000.00
Y.W.C.A. Building - -	75,000.00

t a cost of $150,000, and in the foreground the site of the $300,000 new Office Building, which is being erected by the
rties, Ltd.,
Photo Taken Autumn of 1911

"Here and There" in Moose Jaw—The City is noted for the handsome, substantial character of its public buildings.

CHURCHES

In the city there are two Anglican, one Baptist, two Methodist, three Presbyterian, one Roman Catholic, one Liberal Christian, one Free Methodist and one Lutheran Churches, together with a Salvation Army Corps, all doing effective and aggressive religious work. The Zion Methodist Church is one of the finest churches in Western Canada, while the rebuilt Anglican Church was dedicated in the fall of 1911, and a fine toned set of chimes has been recently installed. The St. Andrew's Presbyterian congregation have now under construction a magnificent new stone church, calling for an expenditure of over $150,000. The Baptists have likewise secured a site on which they will shortly erect a handsome new edifice.

In the Y.M.C.A. the citizens have a real live and potent factor in the interests of young men. Besides the spiritual side there are splendid sleeping quarters, gymnasium, swimming baths, bowling alleys, reading and writing rooms; in short, a veritable home from home for the youth of the city. This organization is in a flourishing condition, and has a membership in excess of 750.

The Young Women's Christian Association fulfils a similar capacity in the interests of the young women, and has been doing creditable work in this connection. A new site has been secured on which more spacious quarters will shortly be erected, the money for the building being already subscribed. With so many active and aggressive religious organizations, Moose Jaw, with all its material progress, does not overlook the development of the spiritual life.

Moose Jaw is thrice blessed in having an efficient and progressive city government, aldermanic and commissioner, co-operating with a Board of Trade which fairly bristles with activity. The work this combination is doing is making the city something to talk about. In any part of the world folks who have travelled through Canada will mention Moose Jaw, not only because the name is absolutely unforgetable, but for the reason that the city's wonderful progressiveness has made a lasting impression.

Amongst the large number of good Hotels in Moose Jaw, the "Royal George" and the "Empress" stand out as two of the best appointed and most popular Hotels in Western Canada.

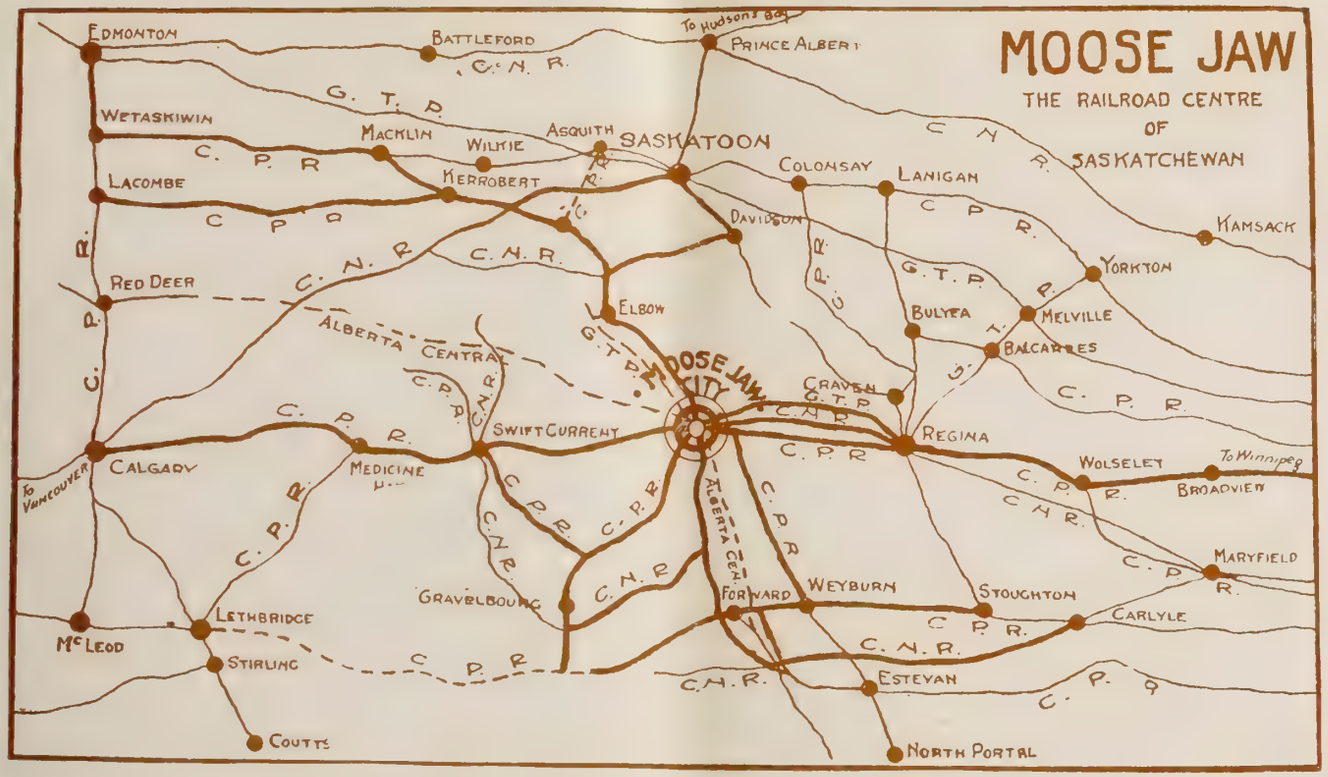
Leaving Moose Jaw for his Homestead on a Spring Morning early in the Eighties

MANUFACTURING AND INDUSTRIAL OPPORTUNITIES

From a review of the foregoing pages, based on solid fact, it is evident Moose Jaw has something to offer the manufacturer, wholesaler and business man in the matter of strategic location, which no other city in the West can surpass, and very few equal. It is the point in Saskatchewan to which raw material can be most cheaply shipped, and from which the finished product can most quickly and economically be forwarded to the markets of the middle West. To those looking for a location with infinite possibilities, these facts cannot be overlooked. To cope with the ever increasing demands, the large railway development already outlined is taking place and adding yearly to Moose Jaw's shipping territory. To provide for the demands of today and the still larger ones of tomorrow, the following establishments are required:

Flax Mill
Harness Factory
Hotels
Furniture Factory
Wholesale Hardware
Glove Factory
Boot Factory
Lithographic Plant
Automobile Assembling Plant
Biscuit Factory
Wholesale Stationery
Wholesale Drugs
Linseed Mills
Tannery
Soap Works
Wagon Factory
And many other Distributing Wholesale Houses

Flax straw, containing valuable fibre, to the extent of thousands of tons annually, is burned by the farmers, which might be utilized in many ways. Government Blue Books estimate that $550,000.00 worth of binder twine is imported annually from the United States and Great Britain. More flax is grown and handled in the Moose Jaw district than at any other district in North America. An exceptional opening thus offers for the pioneer flax mill in the City of Moose Jaw.



TO CALGARY 442 MILES; WINNIPEG 398 MILES; EDMONTON 550 MILES; ST. PAUL 728 MILES

Note the immense district for which Moose Jaw is the distributing centre.

On High St.—The Spring "Machinery Parade" Easter Monday, 1912.

A Corner in the Domestic Science Room—Moose Jaw Collegiate Institute.

EDUCATIONAL FACILITIES

In respect of educational facilities, Moose Jaw stands in the forefront among the cities of Saskatchewan, the pupils having taken highest honors for the Province at the departmental examinations.

There are already six schools located in the city, while two more of eight and twelve rooms respectively are at present under construction at an estimated cost of $175,000. The Collegiate Institute, costing over $150,000, is the finest building of its kind in the Prairie Provinces, the exterior and interior being favorably commented upon by all visitors. The number of pupils in attendance at the various schools aggregate 3,200, and the teaching staff over 70. Instruction given covers all branches of the educational code, including kindergarten work, music and art, domestic science, manual training and physical training.

Collegiate Institute course includes general teachers and commercial course, junior and senior matriculation, 1st year university work, etc., The Collegiate courses are taught by specialists in the various branches, the furnishings and equipment being complete and modern in every detail.

The new Boys' Residential College is the first of its kind that has ever been erected by the Presbyterian Church in Canada, and, when finished, will be complete in every detail. The girls' school which is being erected on the same campus will make this one of the greatest educational institutions in the West.

MILK SUPPLY

Of equal importance is the milk supply, and in this connection the city has an ideal service. There are many up to date dairies located in the district, one of which is worth more than passing comment, inasmuch as it is one of the best dairies in Canada, and by far the finest in the Province of Saskatchewan. Want of space prohibits detailed reference, suffice to say that the owners have 180 cows and 480 acres of pasture. Their employees number 43, and the payroll is over $4,000 per month. To the farmers in the district this company pays out over $250 per day for butter fat alone. All the dairies are conducted on the most modern principles, and are constructed to comply with the letter of the law governing dairying in the Province.

ABUNDANT SUPPLY OF COAL

In June, 1912, a special survey was made of the coal deposits south of the City of Moose Jaw, by one of Canada's most expert Geological Surveyors, Mr. D. B. Dowling, who was commissioned for the purpose by the Dominion Government Geological Department at Ottawa.

In his report of this special survey, Mr. Dowling says: There is an unlimited supply of coal in this district, 38 miles south of Moose Jaw. At 50 tons a day there is enough in the immediate vicinity for 200 years. There is an eight-foot seam and an estimated quantity of 11,000 tons per acre. The quantity is very much larger than I expected to find." Regarding the quality of the coal, he said it would be a good gas producer, as well as coal that will produce cheap power. Mr. Dowling explained that the generating of power at 40 miles distance was very feasible, quoting that Calgary gets its electric light from a distance of 50 miles, and Winnipeg its power from a 60 mile distance.

The Government surveyor was very optimistic indeed, and declared that these coal deposits should be utilized in generating power, giving the city a remarkable advantage for cheap current.

Manual Training Room in the Collegiate Institute—Moose Jaw Leads in Technical Education

For boating and canoeing the picturesque Moose Jaw River is without a rival in the entire West country. Plaxton's Boat House, with a fleet of over 100 canoes, boats and motor launches, besides a great number of privately owned craft testifies to the river's popularity

PARKS

Believing that recreation grounds for old and young are one of the primary requirements of a growing city, the Council is providing an extensive park and boulevard system, and in the space of a few years it will be one of the most beautiful spots on the prairie. It is no easy task to transform a prairie town into a park city, but believing in no false economy, the citizens have given the undertaking wholehearted support, with the aim of making Moose Jaw a truly ideal place to live in. The services of a qualified landscape gardener have been secured, and this year over 3,000 trees have been planted in the parks and boulevards.

The city has three large parks within its limits. Foremost amongst these is the natural park known as River Park, covering 66 acres, which has recently undergone great improvement. Others are Exhibition Park, 40 acres, Crescent Park, 15 acres, and a number of smaller squares scattered over the city, covering about another 20 acres. The Street Railway Company last spring purchased 25 acres of the most beautifully situated ground just on the southern limits of the city. This property lies in the picturesque valley of the Moose Jaw River, which winds through the centre of the property, and with the improvements now being made by the Street Railway Company, this will make one of the most delightful parks for picnic and recreation purposes to be found in Western Canada. Pavilion and other suitable buildings are now under construction, and the street cars are to be running to the park before the end of August, 1912.

The public schools have grounds covering about 50 acres, and the collegiate another 10 acres laid out in lawns, trees, etc., and school children are thus well provided for with playgrounds.

AGRICULTURAL SETTLEMENT

Farming in the Moose Jaw District is a paying proposition. The soil is rich and produces great crops of all kinds of grain of the highest grade. Wheat averages from 20 to 45 bushels per acre. Oats 50 to 100 bushels per acre. Flax, 12 to 28 bushels per acre. At average price for these grains, farmers make a *net profit* of from $5.00 to $20.00 per acre each crop year. Barley and other crops are equally remunerative and to the above profit can be added the revenue derived from live stock, dairy produce, etc., which in many instances pay all expenses of the farm.

The prospect for the forthcoming 1912 crops were never brighter, and there is every indication that the present year will create new records in the amount of grain harvested.

Another feature worthy of note is the increase in the value of land from year to year. The enormous influx of settlers to the district is creating such a demand for land that it is steadily advancing in price. It is reasonable to assume, therefore, in view of its great productiveness, that in the near future the lands in this district will be as high in price as those of Eastern Canada and the United States.

FARMING OPPORTUNITIES

The inrush of settlers is at all times great, but it remains for the last issued report of the Department of the Interior to show how many located in this district. During the period under review, the total homestead entries throughout the three provinces of Manitoba, Saskatchewan and Alberta was 41,291 quarter sections. Moose Jaw's record of entries was 10,901, being half of Saskatchewan's total of 21,575. So that of the whole mid-western provinces, Moose Jaw, one centre, accounted for more than one fourth of the total number of quarter sections taken up in homesteads. In other words, of every 100 people homesteading in Western Canada, 25 came to Moose Jaw to file their entries.

The number of souls represented by the homestead entries is, according to the report, 101,286. Calculating that one fourth of the whole registered in Moose Jaw, the conclusion is arrived at that 25,000 people settled on farms in this district in that period of one year.

Again in the provinces of Manitoba and Saskatchewan, 9,550 pre-emptions were made. In the district of Moose Jaw 7,716 quarter sections were pre-empted, so that seven out of every nine pre-emptions made in the two provinces were made at the Moose Jaw office.

The above figures of course do not take cognizance of those purchasing their lands, so that in the event of the latter being included, the total would be greatly swelled.

Farming in the Moose Jaw District—Sowing the Wheat

Farming in the Moose Jaw District—Reaping the Wheat

ASSESSMENTS

1910 - - - -	$13,548,402
1911 - - - -	27,770,453
1912 (estimated) - -	52,000,000

BANKS—Ten chartered by the Dominion; one private banking concern and the headquarters of the Bank of Saskatchewan.

CLEARING HOUSE RETURNS for the first four months of current year double those of same period of 1911.

DISTRIBUTING POINT of Saskatchewan.

EVERY EDUCATIONAL FACILITY including Collegiate Institute, Manual Training and Domestic Science.

FIRST STREET RAILWAY in Saskatchewan.

GRAND DIVISIONAL POINT of the Canadian Pacific Railway, who employ at Moose Jaw nearly two thousand men, and have at Moose Jaw a payroll of over $200,000.00.

HALF WAY between Winnipeg and Calgary, and in the heart of the finest wheat district in America.

IMPROVED STREETS, sidewalks and modern sewer and water services.

JUSTLY KNOWN as the Industrial City of Saskatchewan.

KEEPS MOVING and is usually in the lead. This is Canada's century. 1912 is Moose Jaw's year.

LAND TITLES Office Report. 4189 entries in 1911.

MILLING and Grain Centre of the Middle West.

NEVER HAD A BOOM, but has gained her present enviable position by sane and steady growth.

OVER one and a half million bushels of wheat shipped or milled at Moose Jaw in 1911.

POPULATION—

1901 - - - - -	1,558
1906 - - - - -	6,623
1911 - - - - -	20,623
1912 (estimated at July 1st) -	25,000

QUICKLY SAW the advantage of a commission form of municipal government, and is now reaping the many benefits.

RAILWAY CENTRE of the Province, will have in 1913, 14 distinct railway outlets.

STREETS clear of telegraph or telephone wires, which are either placed in lanes or underground.

THREE TRANSCONTINENTAL RAILWAYS.

UNIVERSALLY acknowledged to have the most conservative land values of any Western city.

VALUE OF BUILDINGS ERECTED—

1910 - - - - -	$1,071,090
1911 - - - - -	2,425,250
1912 (To July 31st) -	3,134,335

WATER QUESTION solved by bringing an adequate supply of pure spring water from Caron Springs at a cost of $550,000.

X RAYS CANNOT LOCATE a more beautiful spot for boating and aquatic sports than the Moose Jaw river.

Y.W.C.A. and Y.M.C.A., most effective organizations, owning their own buildings.

ZION METHODIST CHURCH conceded to be one of the finest auditoriums in the Dominion.

Farming in the Moose Jaw District—Threshing the Wheat

SASKATCHEWAN COLLEGE, MOOSE JAW

SASKATCHEWAN, CANADA

A RESIDENTIAL COLLEGE FOR YOUNG PEOPLE OF BOTH SEXES

Library and Science Building — Ladies' College — Chapel — Gymnasium — Boys' College — Principal's Residence — Junior Boys' College

The Boys' College and the Principal's Residence are now being erected, and the College will be ready for the admission of boys in September.

OH Canada! I have passed through your wheat fields, your grazing lands; I have seen your forests and your fisheries; and have almost seen your towns and cities actually rising up like enchanted castles in this fairyland of the West. The vision to one from the Motherland is truly inspiring.

—Father Bernard Vaughan